



PROSPECTUS

City of Norfolk, Virginia Public Art Program
Commission of Artwork for Five New Schools

5151-0-2017/DH, SUBMISSIONS DUE: 2:00 PM EST, August 24, 2016

**The Norfolk Public Art Commission
and the Schools Art Planning Committee seek to
commission an artist to design and create artwork.**

LOCATION/CONTEXT: Norfolk Public Schools is the largest urban school division and the seventh largest division overall in the Commonwealth of Virginia. The division enrolls a racially and economically diverse population of approximately 32,000 students. In 2014 the City of Norfolk embarked on an unprecedented commitment to deal with aging infrastructure and construct five new schools.

The schools are:

- Southside STEM Academy at Campostella – Serving grades kindergarten through 8 with a Science, Technology, Engineering and Mathematics program (STEM) located at Campostella Road and E. Indian River Road
- Richard H. Bowling, Jr. Elementary School – Serving pre-kindergarten through grade 5, located at 2861 E. Princess Anne Road
- Larchmont Elementary School– Serving pre-kindergarten through grade 5, located at 1145 Bolling Avenue
- Ocean View Elementary School - Serving kindergarten through grade 5, located at 9501 Mason Creek Road
- Camp Allen Elementary School - Serving pre-kindergarten through grade 5 and located on Naval Station Norfolk, located at 501C Street

PROJECT DESCRIPTION: We seek an artist to work with each school individually to design and create five thoughtful and inspiring artworks. Each school has its own identity and the artworks should reflect the unique traits of each school. It is remarkable for a city to undertake the design and construction of five new schools at one time and we hope the final artworks will celebrate this endeavor with a connecting thread visible throughout the five works. Like education, the five individual works should address 21st century learning and inspire curiosity, engage multiple senses, and encourage exploration. We seek an interactive work that is more than visual and creates teachable moments. Artists are encouraged to engage students in the design and/or creation process.

PROJECT SITE: The City will not conduct an official site visit. Artists may visit the school sites, at the addresses listed above, to understand the community context in which each school is placed and to select the most visible that will be seen by the largest number of students, teachers, parents and visitors to the school.

SIZE/MEDIA: The artworks should be large enough to create a visual impact. The committee will consider any durable, permanent materials that are safe and easily maintained and will stand the test of time. We do not want painted murals. Artists will help select the most appropriate location for the artwork.

PROJECT FUNDS: Up to four finalists may be selected to be interviewed by the Public Art Planning Committee via Skype. The finalists are not expected to complete a design at this stage but will be interviewed about past work and creative process. There will also be a preliminary discussion of the sites. The committee reserves the right to select the final artist without a finalist process.

The total budget for the completed, delivered and installed artworks is \$150,000. This will cover artist's honorarium, fabrication, materials, shipping, insurance, and travel expenses necessary to complete the project, project plaque, final documentation and any incidental expenses. The artist must hire a Virginia licensed contractor to install the artwork(s). The selected artist may be asked to present a community educational workshop or presentation.

Please note that a city contract will be issued with a design phase requiring review and approval by the Public Art Commission prior to fabrication.

The selected artist must carry a Commercial General Liability Insurance Policy naming the City of Norfolk as an additional insured, and must provide certificates of insurance to that effect guaranteeing thirty (30) days written notice before any changes to the policies become effective. Insurance can be purchased and certificate presented after the first payment is made. If the artist employs anyone in connection with this work, the artist must carry a workers compensation insurance policy and an automobile liability insurance policy if appropriate. The artist shall also be responsible for assuring subcontractors, if there are any, meet the same insurance requirements.

CALENDAR: This calendar is subject to change.

August 24, 2016, 2:00 p.m. EST time, submittal due date and time

Fall 2016, selection announced

Summer 2017, completion of art

SELECTION CRITERIA AND AWARD CONSIDERATIONS: The commission will be awarded based on many factors such as the aesthetic value, creativity and contemporary relevance of the proposed piece. The city will consider the diversity of beliefs and values and general standards of decency of the citizens who fund the commission and purchase public art for the City of Norfolk. The award will be made to the responsible offeror whose submission is determined in writing to be the most advantageous to the City taking into consideration the evaluation factors set forth in this Request for Proposal.

The following criteria will be used in the proposal evaluation process:

- Artistic merit (excellence, originality, creativity and innovative approaches) as evidenced by submitted materials
- Professional artistic experience to fulfill the requirements of this project either in studio, educational, community, employment and/or art projects and the ability to undertake the design, creation and installation of the artwork
- Appropriateness of materials, style and concepts in relation to this prospectus

PROPOSAL REQUIREMENTS: Fourteen (14) collated copies of each package must be submitted. The original proposal must be clearly marked. Only one (1) CD-ROM or USB flash drive of your prior work is required with your proposal.

Each proposal shall also provide the following information:

1. up to 10 images of prior work, submitted as digital images (1 copy) to the following specifications.
DIGITAL IMAGES: Images should be sent on a PC-compatible CD-ROM or USB flash drive in JPG format. Each file should be named with vendor surname and image number to correspond with annotated image list. Maximum image size is less than 1MB. Do not embed images into PowerPoint or submit moving images or audio files.
2. a letter of interest, not to exceed one page, explaining why you are interested in this project and how you will approach the artwork design and creation.
3. an annotated image list not to exceed two pages, clearly labeled with your full name and a numerical listing for each image, the title of the work, the media, dimensions, project budget and year of completion.
4. a current resume not exceeding two pages.
5. Signed STATEMENT OF UNDERSTANDING.

Staples only, no paper clips or folders. Please do not send any additional materials such as catalogs, maquettes, press articles, etc. They will not be reviewed by the Planning Committee.

QUESTIONS/FOLLOW UP: Questions about this project may be directed to Danny Hawk, Office of the Purchasing Agent, 757-664-4026, Fax 757-664-4018 or danny.hawk@norfolk.gov.

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. For more information on doing business with the City of Norfolk or to become familiar with the City Code generally, its Procurement Chapter and regulations, or the ethics and non-discrimination sections of the Procurement please go to the city web site at <http://www.norfolk.gov/purchasing>. The City encourages women and minorities to submit proposals and for non-minority artist to participate with small businesses and women and minorities through partnerships, joint ventures, subcontracts and other contractual opportunities. Please describe any planned use of such businesses in fulfilling this contract.

Before submitting proposals, please review the website www.norfolk.gov/bids.aspx for possible updates and addendums. **All proposals must be received in an appropriately marked sealed envelope or suitable container to the Office of the Purchasing Agent, 230 East Main Street, Suite 250, Norfolk, VA 23510, at or prior to 2:00 P.M., EST Time August 24, 2016. On the outside of your proposal please reference RFP 5151-0-2017/DH – Public School Art.**

TO ALL OFFERORS: Statement of Understanding

Fill out, sign and submit with your proposal.

All information submitted in this proposal is true and artwork represented is accurately attributed.

In the preparation and submission of this proposal, I did not directly or indirectly enter into any combination or arrangement with any person, firm or corporation, or enter into any agreement or act any way to conspire to rig bids.

In compliance with the Code of the City of Norfolk, Virginia Section 33.1-9, trade secrets or proprietary information submitted by Offerors in connection with a procurement shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the contractors must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary. An all-inclusive statement that the entire bid is proprietary is unacceptable and will not be honored. A statement that costs are to be protected is unacceptable and will be disregarded.

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. I have read and am familiar with the City Code, its Procurement Chapter and regulations, and the ethics and non-discrimination sections of the Procurement.

Signature _____

Date _____